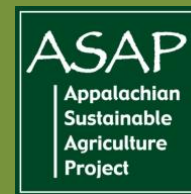
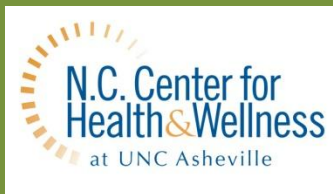


North Carolina House Select Committee on Childhood Obesity

Focus on Farm to School

Laurie Stradley

North Carolina State Lead,
National Farm to School Network
NC Center for Health & Wellness at
UNC Asheville



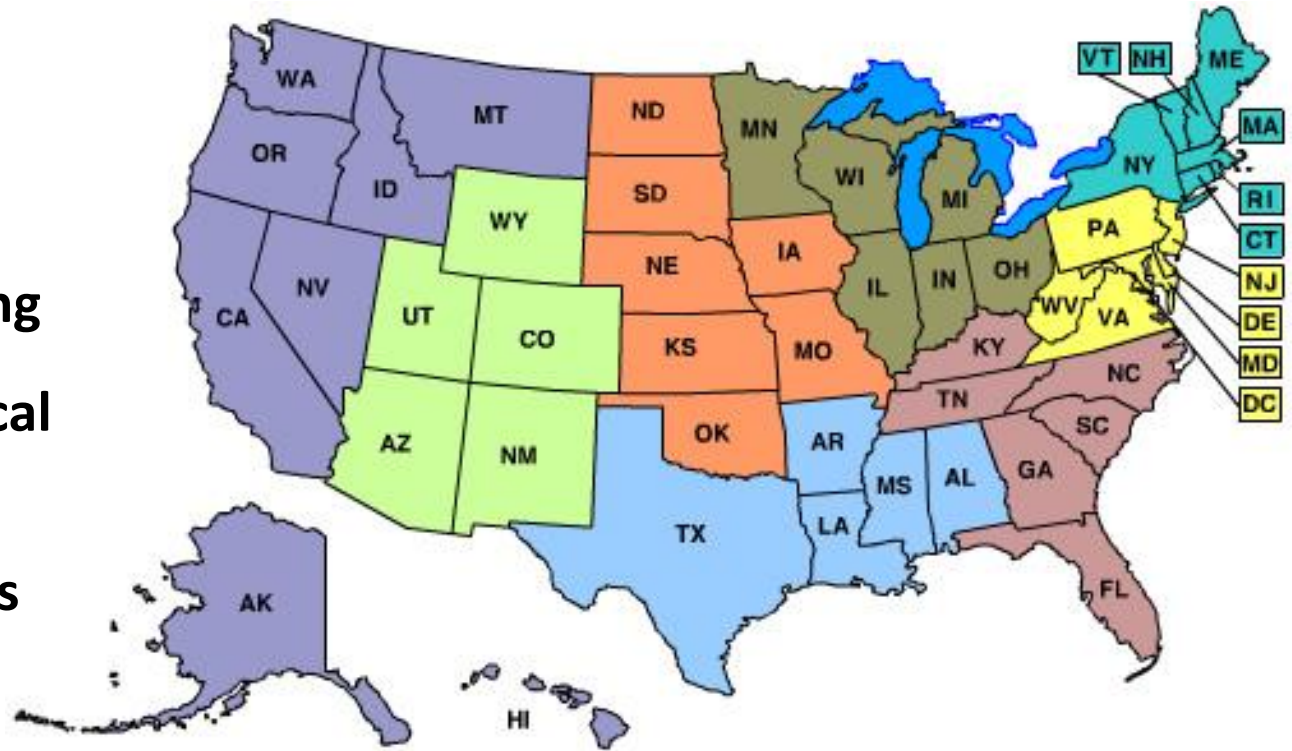
National Farm to School Network

AREAS OF WORK

- Policy
- Networking
- Media and Marketing
- Training and Technical Assistance
- Information Services

WHO WE ARE

- Eight Regional Lead Agencies
- Four National Staff
- 50 State Leads



MARCH 12, 2007

www.time.com

Is the Stock Market Getting Too Risky? ■ The Dubious Jesus Tomb

TIME

FORGET
ORGANIC.
EAT
LOCAL



Goldman's Blankfein
On Why They've
Done Nothing Wrong

Joe Klein Takes
On the GOP's
Scare Tactics



No Laughing
Matter: Comedy in
The Age of Obama

TIME



WARNING: This hamburger may be hazardous to your health. Why the American food system is bad for our bodies, our economy and our environment—and what some visionaries are trying to do about it.

The Real Cost of Cheap Food

BY BRYAN WALSH

www.time.com

THE GENIUS OF GARCÍA MÁRQUEZ

THE Nation.

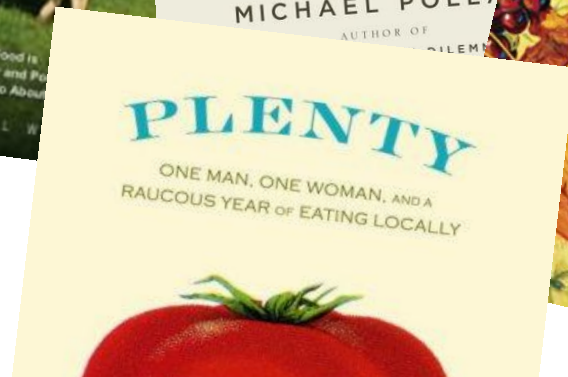
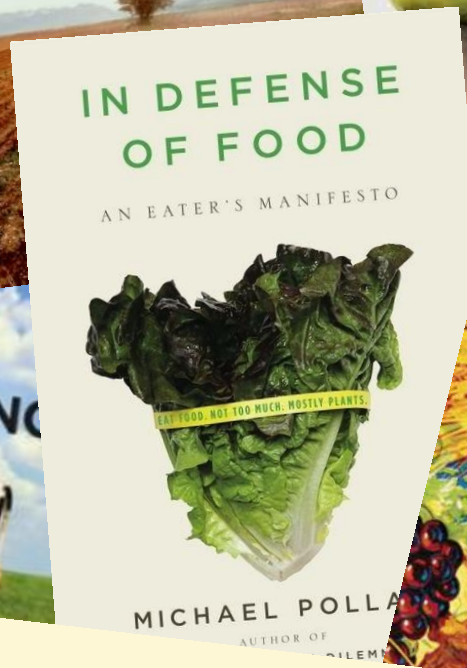
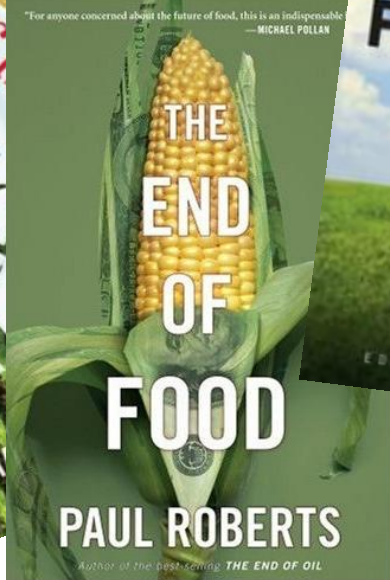
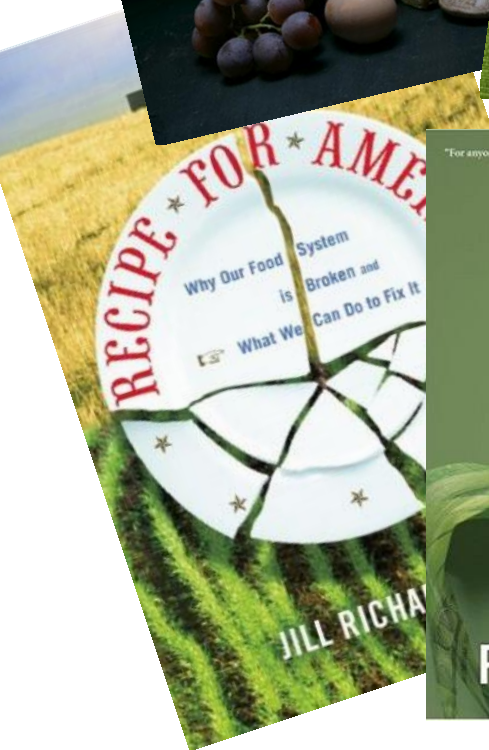
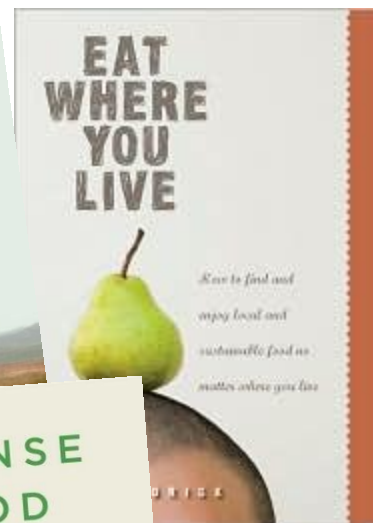
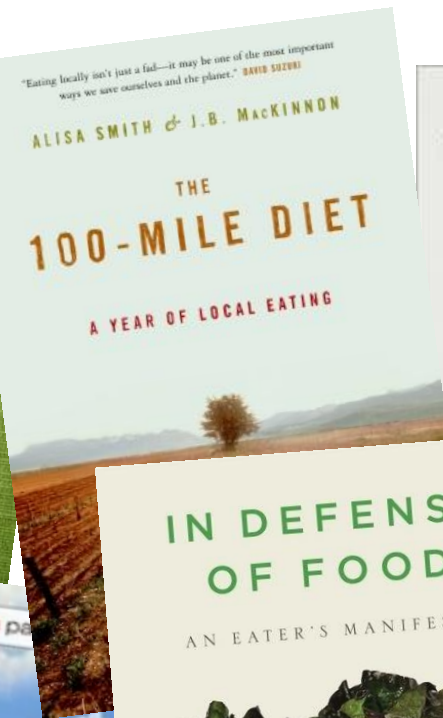
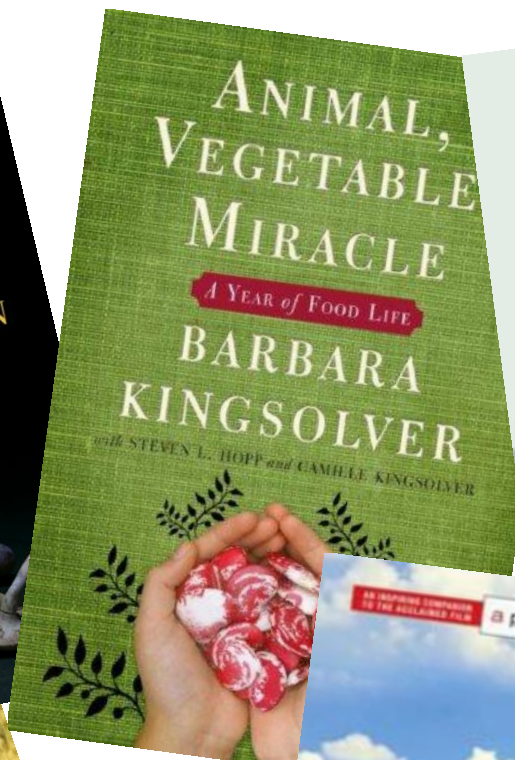
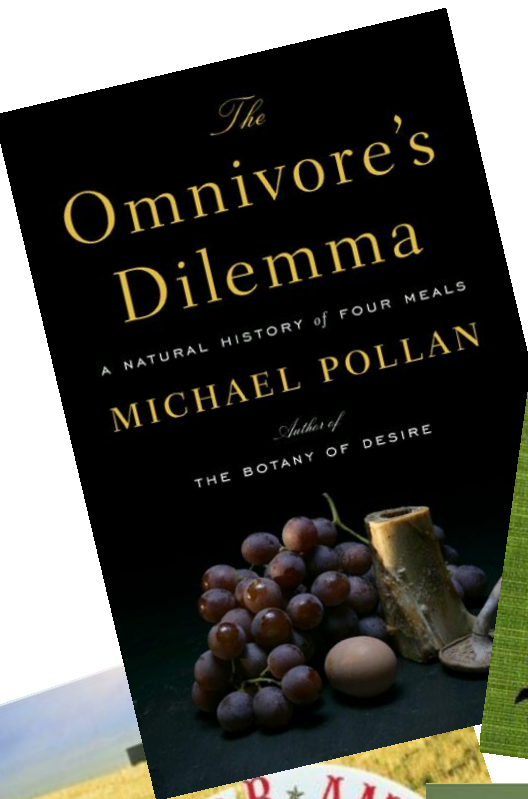


HOW TO GROW DEMOCRACY

SPECIAL
ISSUE

A SPECIAL ISSUE FEATURING

Dan Barber • Alice Waters
Grace Lee Boggs • LaDonna Redmond
Michael Pollan • Anna Lappé
Katha Pollitt • Dayo Olopade
Raj Patel • John Nichols



Why Buy Local?

1. Eat fresher, better tasting food grown for taste rather than ability to travel.
2. Enjoy seasonal produce and regional varieties.
3. Support your farming neighbors.
4. Sustain rural heritage and lifestyles.
5. Protect natural beauty and open spaces by preserving farmland.





- 6. Encourage sustainable farming practices, benefiting human, animal, and environmental health.**
- 7. Strengthen local economies and keep your food dollars close to home.**
- 8. Maintain and build local food systems so we can feed ourselves in the future.**
- 9. Keep farming skills alive, and farmland available.**
- 10. Get to know who grew your food and where, so you reconnect with it, and your community.**

Farm to School

Cultivating mutually beneficial relationships between farms and schools that create dynamic, wellness-focused learning environments for our children and provide markets for our local farmers



FARM TO SCHOOL ADDRESSES CHILDHOOD OBESITY

- Provides access to fresh, healthy food for ALL children
- Helps children associate positive experiences with healthy food
- Re-connects children (and their families) to where their food is grown and by whom



Components of Farm to School

- Local Food in Schools
- Farm Field Trips/Farmer visits to school
- Nutrition Education/Cooking in School
- School Gardens



POSITIVE FOOD ENVIRONMENTS

Setting up our schools and communities so that the healthy choice is the easy choice for our children

Research has demonstrated links between the built environment and health outcomes such as childhood obesity, injury and asthma (Ewing et al., 2003; Levy et al., 2004; Ewing et al., 2006).



Educational Components of Farm to School School Gardens

**Great outdoor classrooms
and children will eat what
they grow**



Educational Components of Farm to School

Farm-Based Nutrition Education



Children that prepare the food will eat the food!

We find that cooking not only resonates with children but families as well!



Educational Components of Farm to School

Farm field trips

Meeting the
farmer that
grows the food

**We heard some cows go moo -
I had never been that close to
one when they say moo!
-Sean, 2nd grader**

Experiencing the
place where the
food is grown



NCDA Farm to School Program

An effective strategy



From recommendations from the Robert Wood Johnson Foundation to the CDC, farm to school is an effective strategy to prevent and/or combat childhood obesity. We have one of the most lauded state farm to school programs in the country and one of only three states that has the infrastructure (trucks and warehouses) for farm to school distribution).

Farm to School Pilot Program in Madison County

Parent Comments

My son was so excited about cooking and eating new things in class. Since then he tries more types of food.

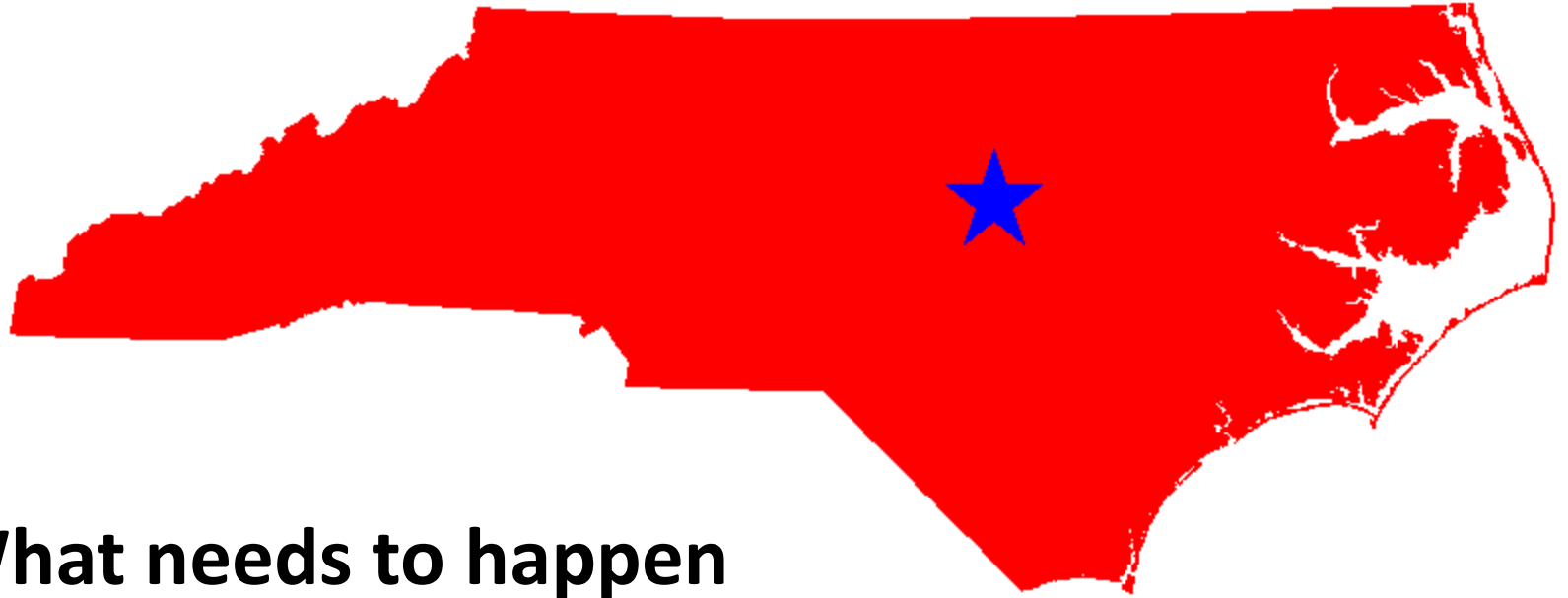
My non-vegetable eating child came home saying he loved kale!

He tried new things that without having tasted them at school he probably wouldn't have had the opportunity

My daughter enjoyed these projects and bragged about eating fresh veggies at the farm. She tried more raw veggies at home after the farm trip.

I think its great for children to learn where food comes from, especially since this county once produced a large number of crops and families grew their own food.

Keep serving local grown products for lunches.



**What needs to happen
in North Carolina?**

RECOMMENDATION

Farm to school fund

School systems could apply for funds to purchase food from local farmers/NCDA Farm to School program or to purchase kitchen equipment that would make preparation of fresh, local foods easier.



RECOMMENDATIONS

Continued efforts for Statewide Coordination

- 1)** increase the educational components of farm to school; **2)** compile information for farmers interested in selling to school systems;
- 3)** encourage more school systems to participate in NCDA program;
- 4)** increase awareness of USDA Fresh Fruit and Vegetable Program (and ability to utilize locally grown food)



RECOMMENDATIONS

Procurement

Standardize the small purchase threshold for Child Nutrition.

This would make it easier for school systems to buy from local farmers (and save time, which is money!).



RECOMMENDATIONS

Farm to School or Preschool

Provide farm to school programming to Head Start centers

It Is Never Too Early

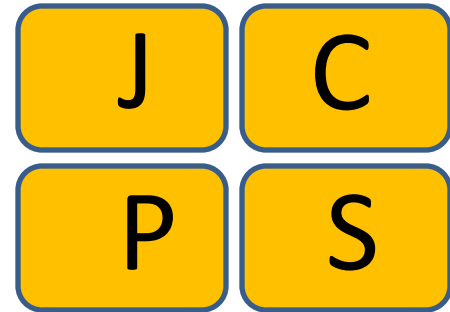
- By age 3, many children develop dislike for vegetables and are reluctant to eat or taste them (Niklas et al., 2001)
- Preference for vegetables in preschool children is a strong predictor of vegetable consumption (Birch, 1979; Harvey-Berino, et al. 1997; Morris & Zidenberg-Cherr, 2002).



RECOMMENDATIONS

Farm to School

Expand this pilot to other UNC system teacher and dietetic programs



**Jackson County
Public Schools**

**Pre-service teacher/dietitian training and implementation
Partnership between Western Carolina University, Jackson County
Public Schools and Appalachian Sustainable Agriculture Project**

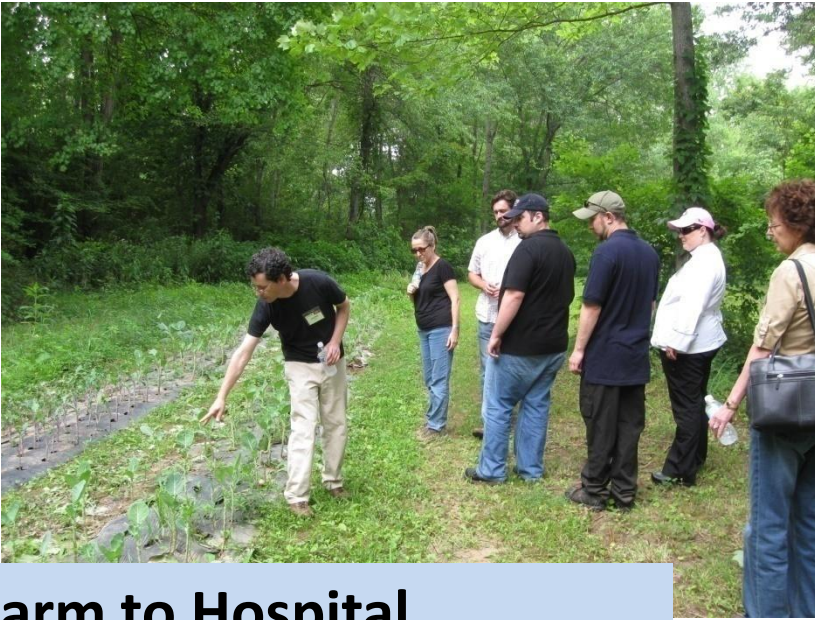


Other Effective Community Strategies

Ability to accept EBT
(Electronic Benefits
Transfer or electronic food
stamps) at farmers
markets

(ASAP's Asheville City Market
Accepts EBT, credit and debit
Also offers Kids Corner Market –
healthy food activities for children)





Farm to Hospital

Locally grown food served in hospitals but also CSA drops, farmers markets, cooking classes



Farm to Head Start

Starting young means you have a greater chance of establishing healthy behaviors and attitudes



**Provide workplace
wellness experiences for
child nutrition staffs –
farm field trips and CSAs!
Modeling is important!**



Healthy Fundraisers

Sell Seeds or Plants



get LOCAL



Join farmers and cooks in celebrating this month's featured, local food.

Eat here and enjoy fresh foods that reflect our region's changing, seasonal harvest.



may strawberries



july beans



september apples



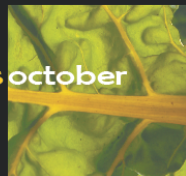
november winter squash



summer squash june



tomatoes august



greens october

GET LOCAL
Harvest of the
Month promotional
campaign for
schools, hospitals
and restaurants

ASAP
Appalachian
Sustainable
Agriculture
Project

Find local food and farms: www.asapconnections.org

LOCAL FOOD GUIDE... FOR KIDS!

2009

Free - Take One

Appalachian Sustainable Agriculture Project

LOCAL FOOD GUIDE

FOR KIDS



TAILGATE MARKETS • CSAs • U-PICK FARMS • GROCERS
APPLE GROWERS • FAMILY FARMS • FARMS TO VISIT • B&Bs

Farm field trips, farm-based
nutrition education, local food in
schools, school gardens



Questions?



Laurie Stradley

NC Center for Health and Wellness

NC State Lead, National Farm to School Network

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